

THE FORMULA FOR CHANGE

$$(D \times V) + F > R$$

Dissatisfaction
with the status quo

Vision
of a positive future
state

First Steps
in the direction
of the vision

Resistance
to change

D = Dissatisfaction

List the types of dissatisfaction your clients feel:

V = Vision

What vision can be achieved with your product or service:

F = First Steps

List product or service options:

R = Resistance

List specific resistance clients may have to working with you:

What three actions will you take to implement the Formula for Change into your sales process?

Who will hold you accountable to improving your sales results?